SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE
www.sathyabama.ac.in

SCHOOL OF SCIENCE AND HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION

UNIT – I – Communication Theories – SVCA1201

I. INTRODUCTION TO MASS COMMUNICATION

Mass Communication is a means of disseminating information or message to large, anonymous, and scattered heterogeneous masses of receivers who may be far removed from the sources through the use of sophisticated equipment. In other words, communication is the sending of message through a mass medium to a large number of people.

Mass Communication represents the creation and sending of a homogeneous message to a large heterogeneous audience through the media. Mass communication studies the uses and effects of the media by many. Stanley Baran defines Mass Communication as the process of creating shared meaning between the mass media and their audiences. Any message to be regarded as being mass communicated; it must be disseminated through a mass medium like Radio, Television, Newspaper and Magazine.

Mass Communication can also be defined as a device by which a group of people working together transmits information to a large heterogeneous and audience simultaneously. It is a process by which information originates from the source to the receiver, having been thoroughly filtered and transmitted through a channel.

Capable of reaching thousands, even millions, of people is mass communication, which is accomplished through a mass medium like television or newspapers. Mass communication can be defined as the process of using a mass medium to send message to large audiences for the purpose of informing, entertaining or persuading.

In many respects the process of mass communication and other communication forms is the same: someone conceives a message, essentially an intrapersonal act. The message then is encoded into a common code, such as language. Then it's transmitted. Another person receives the message, decodes it and internalizes it. Internalizing a message is also an intrapersonal act.

In other respects, mass communication is distinctive. Crafting an effective message for thousands of people of diverse backgrounds and interests requires different skills than chatting with a friend across the table. Encoding the message is more complex because a device is always used – for example, a printing press, a camera or a recorder.

Mass communication reaches large audiences; the process amplifies messages like a giant megaphone. Things that are communicated stand a better chance of becoming important than things that are not. Mass communication has its greatest influence when it moves people to action.

Features of Mass Communication:- Mass Communication is distinguished from other kinds of communication by a number of features or characteristics. They are:

Mass Medium
Presence of Gatekeepers
Delayed Feedback
Limited Sensory Channels
Impersonal Vs Personal Communication

MASS MEDIA GENRE:

Print Media: Books, Newspaper, Magazine, Book Publishing etc.
Broadcast Media: Television and Radio
Narrowcast media: Film and Cinema, Cable Television.
Online Media: Online Newspapers and Magazines, Internet Radio etc.

CONCEPTS AND MODELS OF MASS COMMUNICATION

The models could be used to understand the concept of communication better. A model is a symbolic representation that shows how elements of a structure or system relate for analysis and discussion purposes. Communication models help to explain the process of

communication.

Two Step Flow of Communication

This concept was voiced by Paul Lazarsfield and his associates Bernard Berelson, and Hazel Gaudet in The People's Choice, a 1944 study focused on the process of decision-making during a Presidential election campaign, first introduced the two-step flow of communication. This theory asserts that information from the media moves in two distinct stages. First, individuals (opinion leaders) who pay close attention to the mass media and its messages receive the information. Opinion leaders pass on their own interpretations in addition to the actual media content. The term 'personal influence' was coined to refer to the process intervening between the media's direct message and the audience's ultimate reaction to that message. Opinion leaders are quite influential in getting people to change their attitudes and behaviors and are quite similar to those they influence. The two-step flow theory has improved our understanding of how the mass media influence decision making. The theory refined the ability to predict the influence of media messages on audience behavior, and it helped explain why certain media campaigns may have failed to alter audience attitudes an behavior. The two-step flow theory gave way to the multi-step flow theory of mass communication or diffusion of innovation theory.
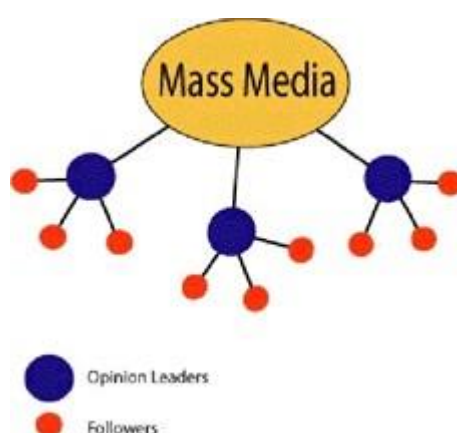

Multi-Step Flow Model
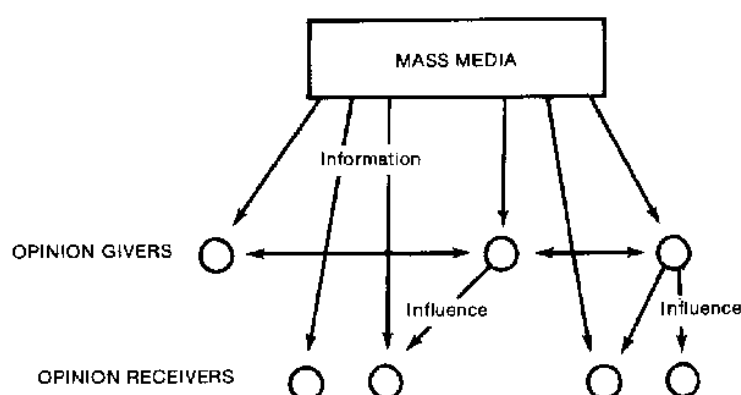
Further studies on opinion leaders lead to the modification of two-step flow concept and interesting multi step flow theory came into being. It was observed that the Influence can be multi directional and it is not necessarily be downwards, influence can be upwards or

even backwards towards the media as well. The feedback process in which the audience could write to the media suggesting, requesting, appreciating or criticizing things or events, the influence could also be peer to peer where audience with similar opinion, when they share insights with each other. More over the multi step flow concept was seen as having many relay points that is information reaching a member of audience directly or reaching a second hand, third hand or even fourth hand, altogether a different form from the original piece of information. Everyone who passes the information adds his or her own interpretation to it giving it a new meaning. It is also called the Diffusion of Innovations theory, giving it a new dimension and understanding.

Shannon-Weaver Model

Shannon and Weaver were both engineers for the Bell Telephone Labs. Their job was to make sure that all the telephone cables and radio waves were operating at full capacity. They developed the Shannon-Weaver model, which is also known as the linear communication model (Weaver & Shannon, 1963).As indicated by its name, the scholars believed that communication occurred in a linear fashion, where a sender encodes a message through a channel to a receiver, who will decode the message. Feedback is not immediate. Examples of linear communication were newspapers, radio, and television.
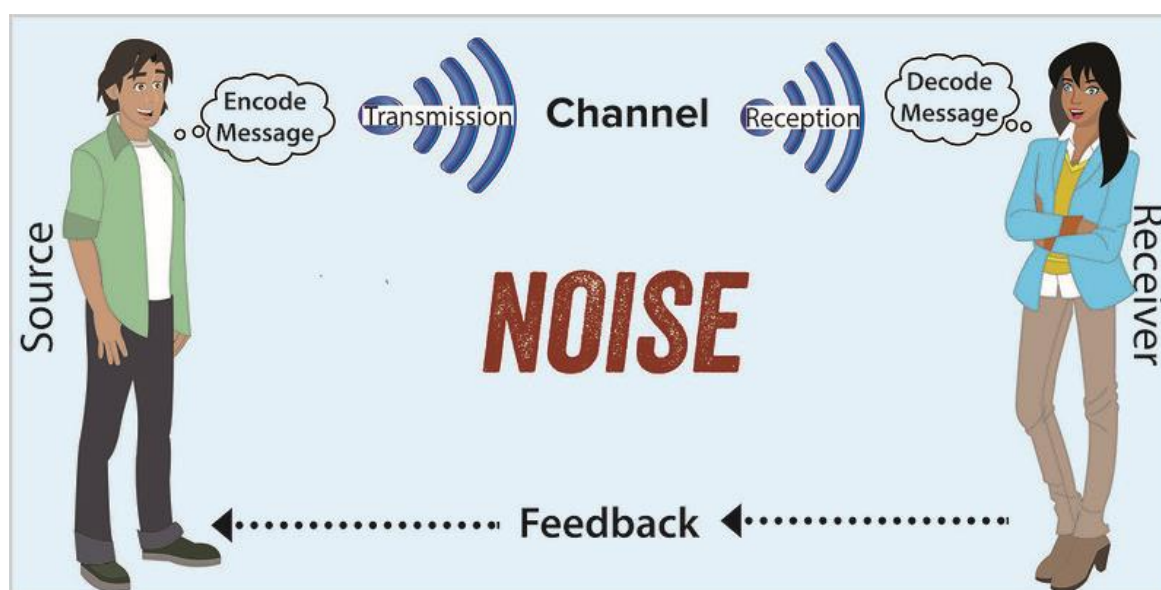
Shannon-Weaver Model

Weaver model, which is also known as the linear communication model (Weaver & Shannon, 1963).[21] As indicated by its name, the scholars believed that communication occurred in a linear fashion, where a sender encodes a message through a channel to a receiver, who will decode the message. Feedback is not immediate. Examples of linear communication were newspapers, radio, and television.
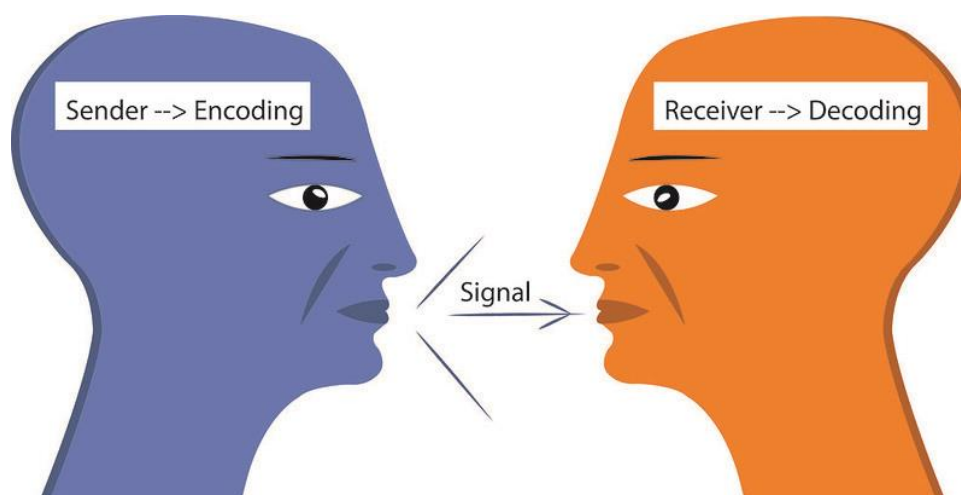
Early Schramm Model

The Shannon-Weaver model was criticized because it assumed that communication always occurred linearly. Wilbur Schram (1954) felt that it was important to notice the impact of messages. Schramm's model regards communication as a process between an encoder and a decoder. Most importantly, this model accounts for how people interpret the message. Schramm argued that a person's background, experience, and knowledge are factors that impact interpretation. Besides, Schramm believed that the messages are transmitted through a medium. Also, the decoder will be able to send feedback about the message to indicate that the message has been received. He argued that communication

is incomplete unless there is feedback from the receiver. According to Schramm's model, encoding and decoding are vital to effective communication. Any communication where decoding does not occur or feedback does not happen is not effective or complete.

Scharmm Model

Berlo's SMCR Model

David K. Berlo (1960) created the SMCR model of communication. SMCR stands for sender, message, channel, receiver. Berlo's model describes different components of the communication process. He argued that there are three main parts of all communication, which is the speaker, the subject, and the listener. He maintained that the listener determines the meaning of any message.

In regards to the source or sender of the message, Berlo identified factors that influence the source of the message. First, communication skills refer to the ability to speak or write. Second, attitude is the person's point-of-view, which may be influenced by the listener. The third is whether the source has requisite knowledge on a given topic to be effective. Fourth, social systems include the source's values, beliefs, and opinions, which may influence the message.

Next, we move onto the message portion of the model. The message can be sent in a variety of ways, such as text, video, speech. At the same time, there might be components that influence the message, such as content, which is the information being sent. Elements refer to the verbal and nonverbal behaviors of how the message is sent. Treatment refers to how the message was presented. The structure is how the message was organized. Code is the form in which the message was sent, such as text, gesture, or music.

The channel of the message relies on the basic five senses of sound, sight, touch, smell, and taste. Think of how your mother might express her love for you. She might hug you (touch) and say, "I love you" (sound), or make you your favorite dessert (taste). Each of these channels is a way to display affection.

The receiver is the person who decodes the message. Similar to the models discussed earlier, the receiver is at the end. However, Berlo argued that for the receiver to understand and comprehend the message, there must be similar factors to the sender. Hence, the source and the receiver have similar components. In the end, the receiver will have to decode the message and determine its meaning. Berlo tries to present the model

of communication as simple as possible. His model accounts for variables that will obstruct the interpretation of the model.
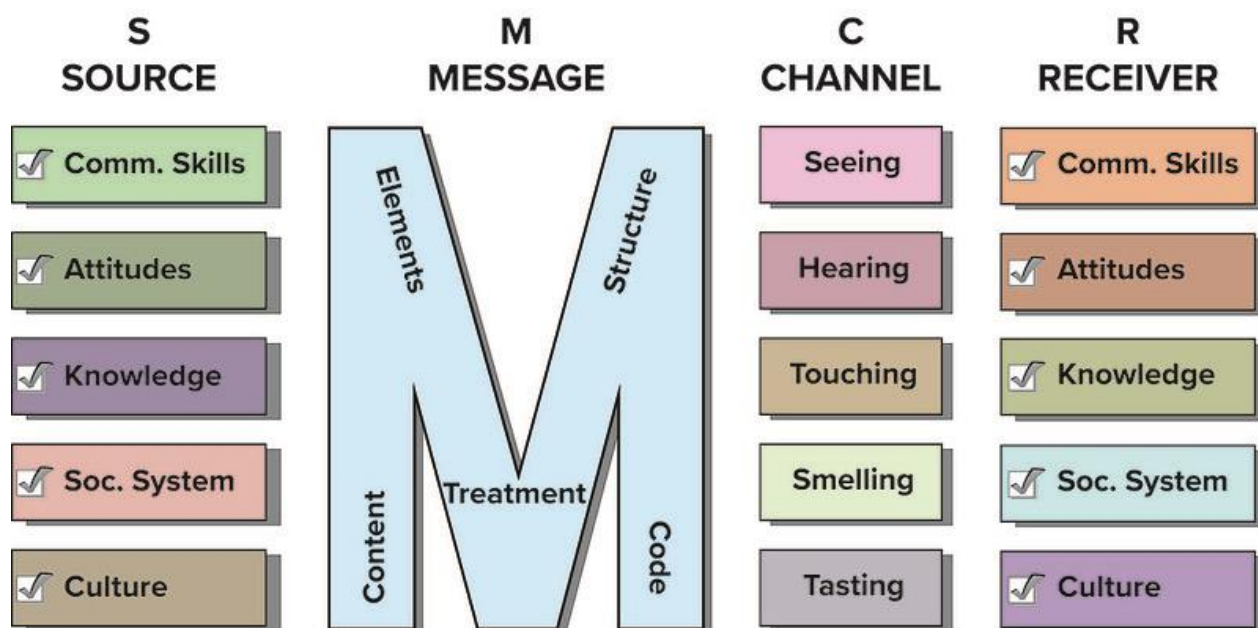

SMCR Model

Interaction Models

In this section, we're going to explore the next evolution of communication models, interaction models. **Interaction models** view the sender and the receiver as responsible for the effectiveness of the communication. One of the biggest differences between the action and interaction models is a heightened focus on feedback.

Osgood and Schramm Model

Osgood-Schramm's model of communication is known as a circular model because it indicates that messages can go in two directions. Hence, once a person decodes a message, then they can encode it and send a message back to the sender. They could continue encoding and decoding into a continuous cycle. This revised model indicates that: 1) communication is not linear, but circular; 2) communication is reciprocal and equal; 3) messages are based on interpretation; 4) communication involves encoding, decoding, and interpreting. The benefit of this model is that the model illustrates that feedback is cyclical. It also shows that communication is complex because it accounts for interpretation. This model also showcases the fact that we are active communicators, and we are active in interpreting the messages that we receive.
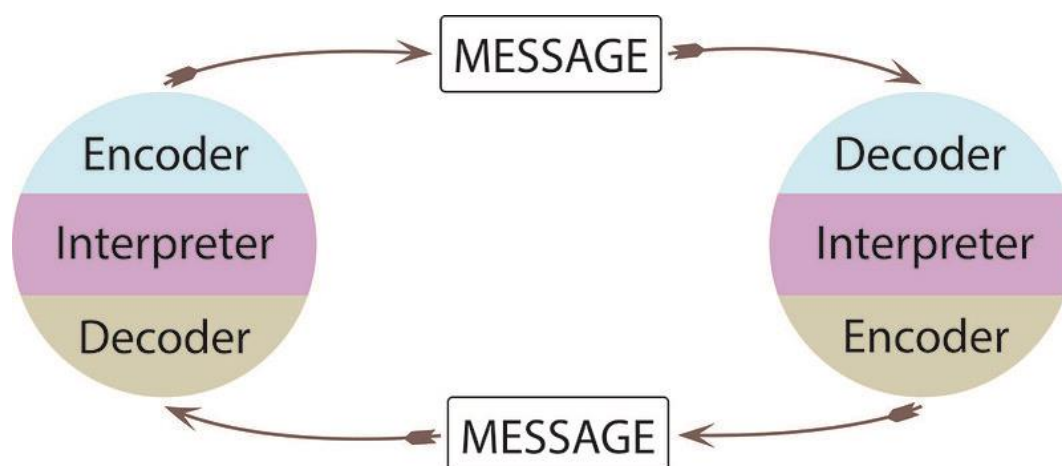
Osgood-Schramm Model

GATEKEEPING MODEL:

Regulate the flow of information. Kurt Lewin was apparently the first one to use the term "gatekeeping," The gatekeeper is the person who decides what shall pass through each gate section, of which, in any process, there are several. Although he applied it originally to the food chain, he then added that the gating process could include a news item winding through communication channels in a group. White (1961) was the person who seized upon Lewin's comments and turned it solidly toward journalism in 1950. In the 1970s McCombs and Shaw took a different direction when they looked at the effects of gatekeepers' decisions. They found the audience learns how much importance to attach to a news item from the emphasis the media place on it.

The gatekeeper decides which information will go forward, and which will not. In other words a gatekeeper in a social system decides which of a certain commodity – materials, goods, and information may enter the system. Important to realize is that gatekeepers are able to control the public's knowledge of the actual events by letting some stories pass through the system but keeping others out.

The gatekeeper's choices are a complex web of influences, preferences, motives and common values. Gatekeeping is inevitable and in some circumstances it can be useful. Gatekeeping can also be dangerous, since it can lead to an abuse of power by deciding what information to discard and what to let pass. Nevertheless, gatekeeping is often a routine, guided by some set of standard questions.

MCNELLY'S MODEL OF NEWS FLOW:

An early point of criticism of the White model was that it showed only one gatekeeper rather than several, as one would normally expect to find in complex news operation. McNelly's model is addressed to this particular problem, since it seeks to represent the various intermediary communicators standing between the event and the ultimate receiver (newspaper, reader etc.)

The process, which the model represents, can be described in the following way, taking a hypothetical foreign news event. a foreign news agency correspondent learns of a news worthy event and writes a report which goes first to a regional bureau, from where it may be sent in shortened form to the agency central bureau. There it may be combined with a related story from elsewhere and sent to a national or regional bureau of the country, where it may be again cut for transmission to the telegraph editor of a newspaper or radio\television.

Through out the process, various forms of feedback response occur which may guide further acts of transmission.

The important points emphasized by the model are:

The fact that the gate keeping may well have been completed before the news reaches the telegraph editor of a newspaper, especially in the case of foreign news where foreign news decisions are made in a major bureau of big telegraph services

Gate keeping is much more than just selecting or rejecting, since the intermediaries often alter the form and substance of those stories that survive the journey

Gate keeping does not end with the news medium, since the initial receiver often acts as gatekeeper for others;
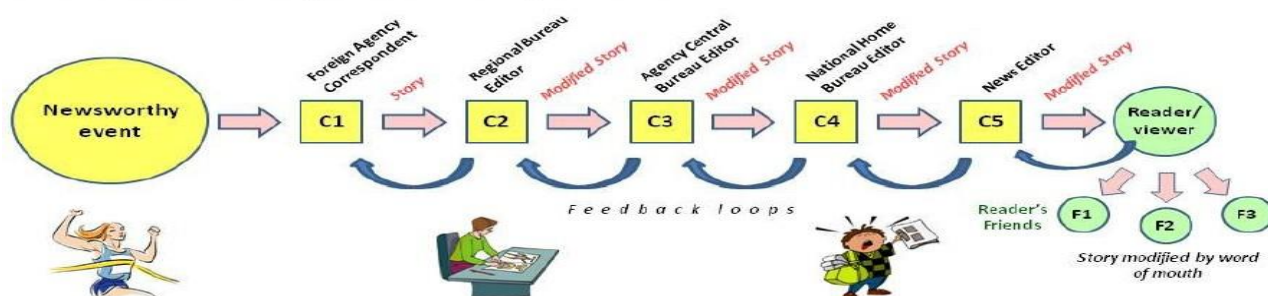
Feedback is often infrequent and delayed.

Gerbner's model of communication

George Gerbner is one of the pioneers in the field of communication research. His works are descriptive as well as very easy to understand any other before. He is working as a professor and head of the Annenberg School of Communications in the University of Pennsylvania. In 1956, Gerbner attempted the general purpose of communication models. He stressed the dynamic nature of communication in his work and also the factor which affecting the reliability of communication.

Perceptual Dimension

An 'E' is an event happens in the real life and the event content or message is perceived by 'M' (Man or a Machine). After Perceives the message from "E" by "M" is known as "E1". E1 is not same as like 'E'.Because any man or machine can't perceives the whole event and they perceives only the part of the event (E1). This is known as "Perceptual Dimension". These 3 factors are involves between 'E' and 'M'

Selection

Context

Availability

M (man or machine) cannot perceive the entire content of the event "E". So M **selects** the interesting or needed content from the entire event and filtering the others. The **context** occurs in the event and **Availability** is based on 'M's attitude, mood, culture and personality. (For eg. How a journalist perceives the messages from the event and also can't focus the whole event so they filter the unwanted or unrelated content from the event. This filtered content is not same as like the actual event content because the journalist edits the content based on his attitude, mood and cultural background or press policies).

 Means and Controls dimension:

E2 is the event content that is drawn by M. Here M becomes the source of a message about E to send someone else. M creates a statement or signals about the message and Gerbner termed its Form and content as "SE2". S (Signal or Form) it takes and E2

(Man's content). Here Content (E2) is structured or formed (S) by 'M' and it can communicate in a different ways or based on the structured ways.

M has to use channels (or media) over to send the message, which he has, a greater or lesser degree of control. The question of 'control' relates to M's degree of skill in using communication channels. If using a verbal channel, how good is he using words? If using the Internet, how good is he at using new technology and words?

This process can be extended to infinitum by adding on other receivers (M2, M3etc.) who have further perceptions (SE3, SE4 etc.) of the statements about perceived events. Message at every level is altered or changed.

Example:

In case of news reporting, E can be any event that has happened and the reporter (M) selects a particular part of event (E1) that may be provide his channel higher TRP ratings or the news may boost the particular party which his channel supports. This SE2 is sent through a medium to the mass audience.

Then the audience distributed the message (SE2) and he (M1) sends to his friends with his interpretation and the process continues.

Gerbner's General Model
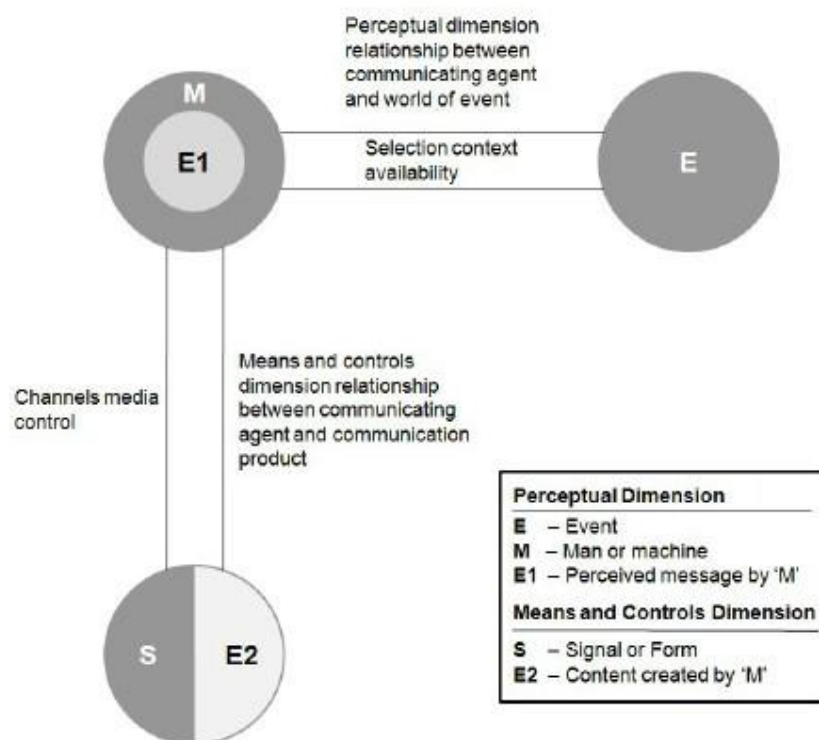
NEWCOMB'S MODEL

The New Comb's model of communication was introduced by Theodore M Newcomb of the University of Michigan in 1953. He gives different approach to the communication process. The main purpose of this theory is to introduce the role of communication in a social relationship (society) and to maintain social equilibrium within the social system. He does not include the message as a separate entity in his diagram, implying it only by use of directional arrows. He concentrates on the social purpose of communication, showing all communication as a means of sustaining relationships between people. Sometimes it's called as an "ABX" model of communication.
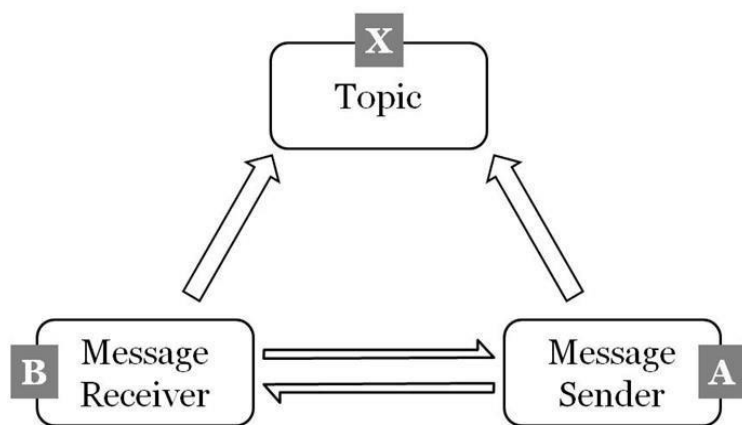
The Newcomb's Model

The Newcomb's model works in a triangular format or A-B-X system A – Sender
B – Receiver

X – Matter of Concern

The relationship between A and B is like student and teacher, government and public or newspaper and readers. Sender and Receiver may work in a same flow but the same time some factor like "X" may affect their flow of relationship. "X" it may be third persons, issue, topic or policy.

For Example:

Teachers introduce a new policy to increase the college timing from 6 hours to 8 hours.

A – Teachers B – Students X – Policy or issue
If both students and teachers are satisfied with this policy then the communication maintains its equilibrium status between them. Otherwise the flow of communication between "A" and "B" becomes trouble in the social system. If "A" or "B" is not ready to accept the policy then it will directly affect the social system and can't maintain the equilibrium status. So Teachers "A" can convince students "B" as much as possible. Otherwise they have to make some adjustments in the Policy "X" and convince them towards the policy.

AGENDA SETTING THEORY

THE CREATION OF WHAT THE PUBLIC THINKS IS IMPORTANT

Agenda setting describes a very powerful influence of the media – the ability to tell us what issues are important.

Core: Agenda-setting is the creation of public awareness and concern of salient issues by the news media. Two basis assumptions underlie most research on agenda-setting:
(1) the press and the media do not reflect reality; they filter and shape it; (2) media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues. One of the most critical aspects in the concept of an agenda-setting role of mass communication is the time frame for this phenomenon. In addition, different media have different agenda-setting potential. Agenda-setting theory seems quite appropriate to help us understand the pervasive role of the media (for example on political communication systems).

Statement: Bernard Cohen (1963) stated: "The press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about."

Conceptual Model
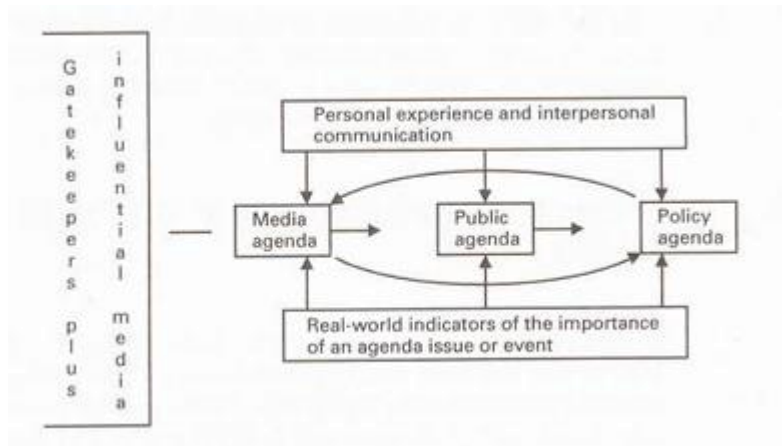
Source: McQuail & Windahl (1993)

UNIT – II – Communication Theories – SVCA1201

II.   MEDIA EFFECT THEORIES

Priming

Source: Priming theory draws on politial science research of Shanto Iyengar, Mark Peters & Donald Kinder (1982).

Premise: Media provide a context for public discussion of an issue, setting the stage for audience understanding.

The amount of time and space that media devote to an issue make an audience receptive and alert to particular themes. Likewise, audience perception of events is impacted by historical context with which they are familiar (through experience or through media).

Framing

Source: Framing theory attributed to Erving Goffman (1974), drawing on work in economics.

Premise: Media provide a focus and environment for reporting a story, influencing how audiences will understand or evaluate it.

Framing theory deals with social construction on two levels:
-Perception of a social phenomenon by journalists presenting news
-Interpretation of that phenomenon by audiences.

Social-Cognitive Theory

If you believe the saying 'Perception is everything,' then you may well be a cognitivist. Cognitive theory is focused on the individual's thoughts as the determinate of his or her emotions and behaviors and therefore personality. Many cognitive theorists believe that without these thought processes, we could have no emotions and no behavior and would therefore not function. In other words, thoughts always come before any feeling and before any action.

Biological theory was popular for thousands of years, second only to mythology in explaining personality. In the early 1900's, Psychoanalysis gained in both popularity and criticism. By the 50's, Behavioral thought ruled contemporary psychology, ousted by the growing interest in Humanistic thought in the 60's and 70's. Knowing this, you could say that Cognitive theory became king in the 80's and 90's. Many self-help

books have been written from the cognitive perspective, each telling us various ways to change the way we think about the world and ourselves.

By changing our thoughts, they wrote, we can change our mood, decrease our anxiety, or improve our relationships. We can quit smoking, make more friends, and enjoy our jobs more. The basic premise: If we perceive the glass as half full rather than half empty, the world will look much brighter; In a brighter world, we are happier individuals.

Cultivation Theory

The cultivation analysis theory states that heavy exposure to media causes individuals to develop an illusory perception of reality based on the most repetitive and consistent messages of a particular medium. This theory most commonly applies to analyses of television because of that medium's uniquely pervasive, repetitive nature. Under this theory, someone who watches a great deal of television may form a picture of reality that does not correspond to actual life. Televised violent acts, whether those reported on news programs or portrayed on television dramas, for example, greatly outnumber violent acts that most people encounter in their daily lives. Thus, an individual who watches a great deal of television may come to view the world as more violent and dangerous than it actually is.

Cultivation analysis projects involve a number of different areas for research, such as the differences in perception between heavy and light users of media. To apply this theory, the media content that an individual normally watches must be analyzed for various types of messages. Then, researchers must consider the given media consumer's cultural background of individuals to correctly determine other factors that are involved in his or her perception of reality. For example, the socially stabilizing influences of family and peer groups influence children's television viewing and the way they process media messages. If an individual's family or social life plays a major part in her life, the social messages that she receives from these groups may compete with the messages she receives from television.

Media Dependency Theory

Sandra Ball-Rokeach and Melvin DeFleur proposed the "Dependency theory" in 1976. The theory is combined with several perspectives like psycho analytics & social system theory, systematic & casual approach and base elements from Uses and Gratification theory but less focus on effects. Media Dependency theory is one of the theories, first of its kind, which regards audience as an active part in communication process. The dependency theory is expanded from the theory of Uses and Gratification.

According to this theory, there is an internal link between media, audience and large social

system. The audience learning from the real life is limited, so they can use media to get more information to fulfill their needs. An extensive use of media generates dependent relation in audience. Also Media can able to create dependence relationship with target audiences to achieve their goals by using its media power.

The degree of dependence is directly proportional to:

- **Individual**: The media have ability to satisfy the audience needs. An individual will become more dependent on media, if the medium satisfies his/her needs. Otherwise the media dependence will become less

- **Social Stability**: The audience reconsiders their beliefs, practice and behavior's when strong social change, conflicts, riots or election which will force to re- evaluate and make new decisions. During this period media dependency is dramatically increased, because there is a strong need for information, support and advice

- **Active audience**: In this communication process, the active audience chooses the media dependence on their individual needs and other factors such as economic conditions, society and culture. If alternative source fulfill the audience needs, then it will reciprocally decrease the media dependence

Uses and Gratifications Theory

Practitioners of the uses and gratifications theory study the ways the public consumes media. This theory states that consumers use the media to satisfy specific needs or desires. For example, you may enjoy watching a show like *Dancing With the Stars* while simultaneously tweeting about it on Twitter with your friends. Many people use the Internet to seek out entertainment, to find information, to communicate with like-minded individuals, or to pursue self-expression. Each of these uses gratifies a particular need, and the needs determine the way in which media is used. By examining

factors of different groups' media choices, researchers can determine the motivations behind media use (Papacharissi, 2009).

A typical uses and gratifications study explores the motives for media consumption and the consequences associated with use of that media. In the case of *Dancing With the Stars* and Twitter, you are using the Internet as a way to be entertained and to connect with your friends. Researchers have identified a number of common motives for media consumption. These include relaxation, social interaction, entertainment, arousal, escape, and a host of interpersonal and social needs. By examining the motives behind the consumption of a particular form of media,

researchers can better understand both the reasons for that medium's popularity and the roles that the medium fills in society. A study of the motives behind a given user's interaction with Facebook, for example, could explain the role Facebook takes in society and the reasons for its appeal.

Uses and gratifications theories of media are often applied to contemporary media issues. The analysis of the relationship between media and violence that you read about in preceding sections exemplifies this. Researchers employed the uses and gratifications theory in this case to reveal a nuanced set of circumstances surrounding violent media consumption, as individuals with aggressive tendencies were drawn to violent media (Papacharissi, 2009).

Stereotyping Theory

Mass media reinforce the dominant segment of society's existing patterns of attitudes and behavior towards minorities by perpetuating rigid and usually negative portrayals, which can result of keeping minorities in subordinate positions.

- In entertainment content, the media repeatedly present portrayals, which can have the result of keeping minorities in subordinate positions.
- Portrayals tends to be consistently negative, showing people as having more undesirable attributes and few positive characteristics than members of the dominant groups.
- Such portrayals are similar among the various media, these portrayals provide constructions of meaning for members of the audience.

Entertainment as Media Effects

Entertainment, apart from *bringing pleasure and delight to an audience*, and *grabbing attention*, sometimes its purpose is to capture our minds and redirect our value system. We are seduced by entertainment and some have an insatiable desire for more, so it's constantly churned out.

Entertainment embellishes life. It can provide an escape from a not so glamorous reality. We may escape in the adventures of our heroes or identify with a captivating portrayal of a life we wish we had. Whether it impacts us negatively or positively depends on our state of mind and the extent of our appetite.

Real life seems dull by comparison to the "reality" created in the entertainment realm Why is negative entertainment so much a part of our culture despite its ability to impact our youth? What kind of impact does entertainment have on our society in the long term?

A society is demoralized when powerful people use their influence to consistently impose negative "programs" on it. And with little thought about what others think. Two things usually

drive this;

1. Profit: – An entertainment industry driven by profit will result in compromise and lower values – as there will be a requirement to please all. Eventually, society will mirror these values and merge them with real life

2. Agendas: – When the primary focus is to promote agendas that glorify a set of selfish unpopular ideas, concepts, and lifestyles, the society will deteriorate

UNIT – III – Communication Theories – SVCA1201

III. MEDIA SYSTEM AND THEORIES

Media system

The role of media in the society has been contentious since the beginning of the mass-circulation press and the film industry in the 1890s. The pervasiveness of media in the early twenty-first century and the controversial question of the role of media in shaping the contemporary world point to the need for an accurate historical perspective on media and society. The corollary of this is that relations between media and society do not remain static. The emphasis here is on the need to examine the broad range of factors that influence both the media and its role in social and cultural issues. The following shows how media contributes to social & cultural change:-

- Media leads to social diversity, personal isolation and individuation
- Media reduces people participation in civic and social life
- It promotes cohesion (social unity) and homogeneity.
- Media disseminates traditional and contemporary culture more widely
- It declines cultural standards
- Define situations (social construction of reality)
- Provide frames of reference (world views that provide cultural interference with effective cross cultural understanding)
- Media disseminate images of social groups
- It constitute collective memory of a society, in absence of historical knowledge (Media are not primary sources of these but they put them together and become secondary sources for ideas that people have about their own society and their place in it)
- Media have appetite for novelty and continuity

Media has continuous interaction between society, compared to pre-mass media conditions it has diverted time and attention from other activities and become a channelfor reaching more people with information and ideas. These facts made other institutions to make use of media channels to gain attention and to communicate to the society at large. Today all social institutions are media institutions.

Nowadays, the media are playing an increasingly important role in various fields of society, and thus influence and change people's daily lives. In order to better understand, utilize, and

manage the media, people should construct a proper relationship among the media, society and nature.

In the last 50 years the media influence has grown exponentially with the advance of technology, first there was the telegraph, then the radio, the newspaper, magazines, television and now the internet.

We have put our trust on the media as an authority to give us news, entertainment and education. However, the influence of mass media on our kids, teenagers and society is so big that we should know how it really works.

Of all the media distribution channels the most influential has been the television, we are constantly exposed to thousands of images of violence, advertising, sex, celebrities and much more, in fact a its known that a child is exposed to about 40,000 ads a year.

How does mass media influence young people?

The media makes billions of dollars with the advertising they sell and that we are exposed to. We buy what we are told to be good, after seeing thousands of advertisings we make our buying decisions based on what we saw on Tv, newspapers or magazines to be a product we can trust and also based on what everyone else that we know is buying and their decision are also base don the media.

These are the effects of mass media in teenagers, they buy what they see on Tv, what their favourite celebrity advertise and what is acceptable by society based on the fashion that the media has imposed them.

There are some positive and negative influences in young people.

Here is a positive influence example, if there is a sport that is getting a lot of attention by the media and gains popularity among your friends and society, you will more likely want to practice the sport and be cool with all your friends. The result is that you will have fun with your friends and be more healthy because of the exercise your doing.

However a negative influence in teenagers is the use of cigars by celebrity movie stars, the constant exposure of sex images, the excessive images of violence and exposure to thousands of junk food ads.

Also more women are obsessive with losing weight even when they are not obese; there are many thin women that want to look like the super models and thin celebrities so they engage in eating disorder which leads to severe health issues and even death.

Effects of violence in the Media

When we watch TV or a movie we usually see many images of violence and people hurting others. The problem with this is that it can become traumatic especially in our children as we see it more and more. Kids that are starting to grow and are shaping their personality values and beliefs can become aggressive or they can lose a sense of reality and fiction of what they are seeing.

In the past years there have been some cases of kids hurting others with an object. Those kids have been linked to excessive use of violent video games and war images.

Another problem is that real war is used as a form of entertainment by the media, we should make our kids and teen aware that war is not a form of entertainment and that there is no win or lose like in video games, in real war everyone lose.

How media influence public opinion

The media has a huge impact on society and also in public opinion. They can shape the public opinion in different ways depending of what is the objective.

For example, after the attacks of 911 the media gave a huge coverage of the event and exposed Osama guilty for the attack as they were told by the authorities. This shaped the public opinion to support the war on terrorism, the same happened with the war on Iraq. The problem is that if media received inaccurate information then the public opinion supported a wrong cause, this is the power of public opinion influence.

Other ways to influence are with polls and trends, especially in political campaigns. The candidates that can pay for more TV and media exposure have more influence on public opinion and thus can receive more votes.

NORMATIVE THEORIES

Media theory refers to the complex of social-political-philosophical principles which organize ideas about the relationship between media and society. Within this is a type of theory called normative

theory, which is concerned with what the media ought to be doing in society rather than what they actually do.

Denis McQuail posits six normative theories of media purposes in his Mass Communication Theory: An Introduction, by these theories we mean functions as they should be according to dominant criteria; in some cases as ideal, in others a necessity; and they constitute guidelines to performance.

The six normative theories:-

- Authoritarian theory
- Free Press Theory
- Social Responsibility Theory
- Soviet Media Theory
- Development Media Theory
- Democratic-Participant Theory

Authoritarian theory

The theory describes a situation where a government, in the hands of a ruling elite who exercise repressive power over the people, lays down the law as to what the media can communicate. In this context the media are servants of state, the mouthpiece of government. If they are perceived to fail in that capacity, by showing a degree of editorial independence, they are censored or shut down.

The world is littered with examples of authoritarian theory in action: free speech challenges authority, and free speech that criticises, or implies criticism of those in power, is seen to be subversive; the work of not a friend of the state but an enemy of the state. Of course the rulers of democracies suffer in varying degrees from authoritarian tendencies; in opposition loudly arguing the case for liberties of opinion and expression, in office often prowling reluctance to expedite those liberties.

Libertarian theory

The Libertarian theory is one of the "Normative theories of press". The libertarian theorists are against the authoritarian thoughts. Liberalism means information is knowledge and knowledge is power. Libertarianism is free from any authority or any control or censorship. The theory says

people are rational and their rational thoughts lead them to find out what are good and bad. The press should not restrict anything even a negative content may give knowledge and can make better decision whilst worst situation.

Social Responsibility Theory

This paradigm works according to the principles summarised by Denis McQuail in McQuails's Mass Communication Theory in which he usefully differentiated between public interest and what interests the public, lists the following features of social responsibility theory:

- The media have obligations to society, and media ownership is a public trust
- News media should truthful, accurate, fair and relevant
- The media should be free but self-regulated
- Media should follow agreed code of ethics and professional conduct
- Under some circumstances, government may need to intervene to safeguard the public interest

The theory balances the claims for freedom with the need for responsibility. Freedom to attack minorities, for example, and consequently endanger those minorities, is irresponsible and must be avoided. Public Service Broadcasting comes under this heading, for regulation by law or self-imposition is seen as necessary in order to operate socially responsible checks and balances upon freedoms.

Social responsibility theory found more in Europe and countries under European influence, it is a modified version of free press theory placing greater emphasis upon the accountability of the media to society. Media are free but they should accept obligations to serve the public good.

DEVELOPMENT MEDIA THEORY

As the name implies, this theory related to media operating in developing, or so termed Third World Nations. It has parallels with the Soviet Media Theory because media are seen to fulfil particular social and political duties. It favours journalism that seeks out good news, in contrast to the Free Press position where journalists respond readily to stories of disaster, and for whom 'bad news is good news' because it commands bigger headlines.

Development theory requires that bad news stories are treated with caution, for such stories can be economically damaging to a nation in the delicate throes of growing and change. Grim headlines can put off investors, even persuade them to pull out their investments. As an antidote to the bad news syndrome, Development theory seeks to accentuate the positive; it nurtures the autonomy of the developing nation and gives special emphasis to indigenous cultures. It is both a theory of state support and one of resistance-resistance that is to the norms of competing nations and competing theories of media.

DEMOCRATIC-PARTICIPANT THEORY

Democratic Participant Media Theory places particular value upon horizontal rather than vertical modes of authority and communication. It stands for defense against commercialization and monopoly while at the same time being resistant to the centrism and bureaucracy so characteristic of public media institutions. The model emphasizes the importance of the role of receiver in the communication process and incorporates what might be termed Receiver Rights- to relevant information; to be heard as well to hear and be shown. A Right of Reply would be basic element of the model as would be the right- on the part of sections of the community, special interest groups or sub-cultures-to use the means of communication available. As McQuail puts it, there is in the model 'a mixture of theoretical elements, including libertarianism, utopianism, socialism, egalitarianism, localism'. In short, people power.

Soviet Media Theory

After the 1917th revolution, the Soviet Union was restructured with new political system based on the Marxist-Leninist principles. The newly formed communist party by Lenin shows much interest in the media which serves to the working class in the country and their welfares. So the Soviet originates a theory from Marxist, Leninist and Stalinist thoughts, called "**Soviet Media Theory**" is also known as "The **Communist Media Theory**.

The government undertakes or controls the total media and communication to serve working classes and their interest. Theory says the state have absolute power to control any media for the benefits of people. They put end to the private ownership of the press and other media. The government media provide positive thoughts to create a strong socialized society as well as providing information, education, entertainment, motivation and mobilization. The theory describe the whole purpose of the mass media is to educate the greater masses of working class or workers

Individual difference theory

Individual differences are the more-or-less enduring psychological characteristics that distinguish

one person from another and thus help to define each person's individuality. Among the most important kinds of individual differences are intelligence, personality traits, and values.

Individual differences in mental and physical traits are due to heredity and to environmental factors. Heredity as a cause of individual differences may be due either to remote or immediate ancestry.

Functional theory

Functional Group Communication Theory. The functional group communication theory is a unified and coherent set of propositions, assumptions, and claims that attempt to explain how and why communication is related to the quality of the decisions groups make. The Theory rests on the assumption that decision making effectiveness is not affected by the production of certain communicative behaviours but how the requirements are fulfilled by each member for a successful task completion.

Functional Prerequisites

Understand the type of answer for which the issue under consideration calls. These answers are in response to the type of question the group is attempting to answer—fact, conjecture, value, or policy.
Determine the characteristics of an acceptable answer. Group members develop criteria that the desired choice should satisfy.
 Marshal a realistic range of alternatives among which an acceptable answer is presumed to exist. Group members generate a broad range of possible answers/alternatives/solutions to the issue under consideration.

Feminist theory

 "Feminist" means "the advocacy of women's rights on the basis of the equality of the sexes." Feminists are not just women who stand outside buildings demanding things. True feminism allows women to be equal to men.

Feminist theory includes attempts to describe and explain how gender systems work, as well as a consideration of normative or ethical issues, such as whether a society's gender arrangements are fair.

Feminism is a social and political movement. Feminism is about changing the way that people see male and female rights (mainly female), and campaigning for equal ones. Somebody who follows feminism is called a feminist. Feminism began in the 18th century with the Enlightenment.

Propaganda Model

he propaganda model is a conceptual model in political economy advanced by Edward S. Herman and Noam Chomsky to explain how propaganda and systemic biases function in corporate mass media. The five filters are: (1) ownership; (2) advertising; (3) official sources; (4) flak; and (5)

marginalizing dissent. The author discusses the applicability of Herman's and Chomsky's propaganda model today.

Anti communist ideology "The final filter is the ideology of anti-Communism, Communism as the ultimate evil has always been spectre haunting property owners, as it threatens the very root of the class position and superior status."(Herman and Chomsky,1999 : 176). Anti-Communism" identified by Herman and Chomsky, during the cold war when manufacturing consent was written". Another version of this fifth filter is the customary Western identification of the "Enemy" or an "Evil Dictator". For example the way of how it was presented by US and British Newspapers in a certain way to create a bad image for a person.`

Walt Disney's Propaganda Most of Disney's characters such as: Donald Duck and Mickey Mouse weren't just for entertainment, Those characters were for propaganda purposes and for the education of the Americans about the enemies they had. The animators were hired to make hidden symbols for military units and equipment.

Captain America character costume with flag, colour, shield everything influence the anti communism.

Public Sphere

The public sphere (German Öffentlichkeit) is an area in social life where individuals can come together to freely discuss and identify societal problems, and through that discussion influence political action. Such a discussion is called public debate and is defined as the expression of views on matters that are of concern to the public often, but not always, with opposing or diverging views being expressed by participants in the discussion.

Conditions for the Public Sphere

Free from the influences of

-The market Place

-The State

-The Family

-Public Sphere = Public Opinion

The critical state of democracy can be measured by taking the pulse of the life of its political public sphere'(Habermas,2004)

The Structural Transformation of the Public Sphere

A public sphere began to emerge in the 18th C. through the growth of coffee houses, literary and other societies, voluntary associations, and the growth of the press.In their efforts to discipline the state, parliament and other agencies of representative government sought to manage this public sphere.

Public and Private The public and Private spheres are featured as dual environments of a common life world which are symbolically reproduced through everyday communication for the purposes of cultural reproduction, social integration, and socialization. (Habermas,1984 :1987).At the present time there are many ways which Public sphere can be spread (not just the coffee houses).Social media tools such as : Facebook, MySpace,Instagram,Twitter etc are the most effective ways which emerge in public sphere.

Spiral of Silence

Elisabeth Noelle-Neumann, the German political scientist contributes the famous model called "Spiral of Silence". In 1947 Neumann and her husband found "Public Opinion Organization" in German and also she was a President of "World Association for Public Opinion Research" in 1978 to 1980. Through this Spiral of Silence theory Neumann indirectly explains the Jews status during World War II under Nazi's control. Here, Adolf Hitler dominated the whole society and the minority Jews became silent due to the fear of isolation or separation.

Theory:

The one view dominated the public scene and others disappeared from the public awareness as it adherents became silent. In other words, the people fear of separation or isolation those around them, they tend to keep their attitudes to themselves when they think they are in the minority. This process is called "Spiral of Silence".
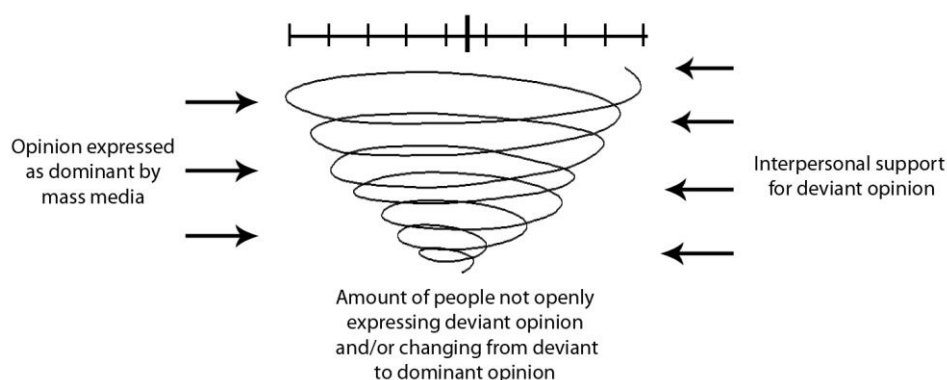
Elisabeth Noelle- Neumann's Spiral of Silence

Example:

In a company, the managing director decides to increase their working hour from 8 to 10 and send e-mail to all employees. Majority of them accept this time changes and few employees are not satisfied with his decision. But they cannot or ready to express their thought publicly.

1. They may feel unsupported by the other employees.

2. "Fear of isolation" like transfer

3. "Fear of Rejection" By rejecting their personal opinion from the public will help to avoid fight.

4. They may try to save their job by suppressing or avoid personal statement in public.

<u>Frame work based on few assumptions</u>:

1. Spiral of silence theory describe as a dynamic process, the predication about public opinion in mass media which gives more coverage for the majorities in the society and gives very less coverage for minorities.

2. In this social environment, People have fear of rejection to express their opinion or views and they known well what behaviours will make a better likelihood. It's called "fear of Isolation".

3. Being the part of Minority. People loss their confidence and silent or mute to express their views because of the fear of isolation or they feel alone or unsupported.

UNIT – IV – Communication Theories – SVCA1201

IV.   MEDIA AUDIENCE

Audience

' A media audience may be as small as one person reading a magazine or as large as billions of people around the world watching events, like 9/11, unfold live on television.

Audience' is a very important concept throughout media studies. All media texts are made with an audience in mind, ie a group of people who will receive it and make some sort of sense out of it. And generally, but not always, the producers make some money out of that audience. Therefore it is important to understand what happens when an audience "meets" a media text.

Constructing Audience

When a media text is being planned, perhaps the most important question the producers consider is "Does it have an audience?" If the answer to this is 'no', then there is no point in going any further. If no one is going to watch/read/play/buy the text, the producers aren't going to make any money or get their message across. Audience research is a major part of any media company's work. They use questionnaires, focus groups, and comparisons to existing media texts, and spend a great deal of time and money finding out if there is anyone out there who might be interested in their idea.

It's a serious business; media producers basically want to know the

- income bracket/status
- age
- gender
- race
- location

of their potential audience, a method of categorising known as **demographics**. Once they know this they can begin to shape their text to appeal to a group with known reading/viewing/listening habits.

Audiences have a complex relationship with the products they consume. Media producers intend audiences to read their product in a certain way, but in actual fact everyone 'reads' and enjoys a product differently due to the individual's background and lifestyle.

Media audiences may be consuming different types of media at any one time (such as listening to an iPod, watching TV, chatting on the Internet) and be engaging at different levels – for example, the television may be turned on whilst a family has dinner.

Media consumers are organised into identified groups (based on such things as lifestyle or earning power) by producers, broadcasters, and advertisers who can then target consumers.

Most media products are produced for profit – so producers and advertisers are more likely to target those groups with spending power, such as urban professionals between the ages of 25–54.

The CONSUMERS of mass media texts. The CONSUMERS of mass media texts. Media audiences can be a group (cinema)Media audiences can be a group (cinema) or individual (reader). Consumption can take individual (reader). Consumption can take place in public or private and can replace in public or private and can be domestic, leisure or work related domestic, leisure or work related. The target demographic for our picture is males from aged 15 to 25 years and we did our best to promote interest to this specific demographic with actors of that age group making them more sympathetic and keeping the film fast paced. The position in socio-economics status of our target audience would be between A, B and C as this is the class we are representing in our film.

Audience analysis involves identifying the audience and adapting a speech to their interests, level of understanding, attitudes, and beliefs. Taking an audience-centered approach is important because a speaker's effectiveness will be improved if the presentation is created and delivered in an appropriate manner.

The audience drives every aspect of developing a theatrical performance. Initially, the audience serves the role of driving the content of the play or performance itself. The audience serves the role of driving other decisions as well. For example, producers will consider their audience during casting.

Active and Passive Audience

Active audiences refer to those people who receive media information actively as well as make sense of the messages based on their social and personal contexts. They listen to the media messages rather than hearing them only. However, active audiences receive media information actively but the act of receiving media information is unintentional. So, active audiences pay full attention to receive information and interpret them to give feedback.

For example, people are the active audience who comment on social media content to express opinions. Another example, based on the story shared in the example of the active and passive audience below, Ela is an active audience who scrutinizes the message before accepting them.

Characteristic of Active audiences

Actively involved in listening to give an opinion therefore they are a complicated and critical thinker. Additionally, they have good schemata.

Examples of Active Audience

For example, People who are active in social media but do not like to comment on social media content.

Another example, based on the story shared in the example of the active and passive audience below, Bela is a passive audience who accepts the message without challenging them.

Characteristics of Passive audiences

The Passive audience is inactively involved in hearing something rather than listening. Passive audiences merely observe the message therefore, they are cognitive misers who are lazy to think.

Active Audiences	Passive Audiences
Interpret and respond to the media texts	In contrast, merely observe the media text.
Actively involved with decoding message	On the other hand, just accept the message without challenging
Forming opinions	Accepting opinions
Paying full attention	Paying little attention
For example, Ela scrutinizes messages received from the news reporter rather than accepts them directly.	For example, Bela accepts messages received from the news reporter without scrutinizing them.
Not directly affected by the message	Directly affected by the message
Difficult to manipulate them	Easy to manipulate them

Critical thinker	Cognitive miser
Have good schemata	Lazy to think
Involve in listening	Involve in hearing

Audience as Market

A target audience is a particular cohort of consumers within a target market, identified as the receivers for a particular advertisement or message. In a marketing communication , identifying a target audience is crucial as it helps focus the individual advertising and promotional efforts.

Marketers of most consumer products attempt to attract the attention of large numbers of present or potential customers (mass markets) through mass communication such as advertising or publicity. Mass communication is a one-way flow of information from the marketer to the consumer. Feedback on the audience's reactions to the message is generally indirect and difficult to measure.

Static methods of audience marketing look at demographics –age, gender and geography– to segment consumers. Demographic analysis has become the norm in digital marketing, which has led to users and consumers who do not fit those segments being disregarded.

This missed potential is referred to in marketing as "valuable wastage," since this method of audience targeting can miss out on many potential leads, customers and awareness of advertising campaigns.

Audience as Market

In which takes a different approach to targeting: companies engaging in audience marketing consider the behaviours, perceptions and mindsets of people throughout all demographic cohorts and target them according to those characteristics in both message and delivery.

For instance, if 2 people in different demographics (age range, city, or both) show similar behavior and mindsets which resonates with a certain campaign, an audience marketing-driven company would include them in the targeting, and not discard them based on their age alone.

Important Characteristics for Audience Marketing

These three characteristics can be combined to identify your audience, splitting them into sub-categories that are much narrower than what traditional demographic targeting would allow.

Behaviors: the audience is showing a particular interest in your product or service area, through actions such as sharing certain articles or searching for specific retailers. This could indicate that they are close to buy or have recently bought a product in your relevant category.

Perceptions: They present their views about topics relating to your campaign, whether positive, negative or neutral – as measured by sentiment analysis. They may be more emotional about a certain topic, posting multiple times about it.

Moments: People display distinct emotions and opinions when they are in specific moments in time, be it commuting or having a cup of joe at a coffee shop. Audiences may share their annoyance or joy about being in these scenarios, which can be used to narrow down your campaign to a single one of these moments. This will give your campaign the maximum impact on your audience.

The power of social data

Social data allows you to identify these audiences and discover their interests and mindsets through the public conversations they are having. This provides insights which can inform insight discovery, campaign strategy and content creation.

Marketing campaigns are moving away from demographic targeting and focusing more on specific audiences. With a wealth of public data available from Facebook, Twitter, Instagram and Youtube along with news, blogs, forums and review sites, planners can identify their audience for their campaign and tailor ads and content to maximize engagement.

As we gain access to more data, we must keep in mind that finding out details about your audience is only half the battle. The key to successful campaigns will continue to rely on great insights and imaginative creative that engages your audience at multiple levels.

Audience as Public

General public audience means an audience composed of members of the public, including a targeted subgroup of members of the public; provided, however, it does not mean an audience solely comprised of members, retirees and staff of a labor organization or members of their households.

If one widely held view seeks to distinguish, even oppose, audiences and publics, an alternative view sees the changing media environment as signalling the actual or imminent collapse of such a distinction. Characteristic of media and cultural studies approaches, this prioritises the contextualisation of people's engagement with media within everyday life, arguing that the media do not provide a (biased) window on the world so much as a set of resources through which

everyday meanings and practices are constituted; these in turn shape identity and difference, participation and culture. The activities of audiences, it is asserted, cannot usefully be separated from the activities of publics; the citizen-viewer (Corner, 1991) supplants the opposition of citizen and consumer. As Silverstone (1990, p.173) declares, the audience is: a potentially crucial pivot for the understanding of a whole range of social and cultural processes that bear on the central questions of public communication ... [which are] essentially questions of culture. This approach argues further that, since the realm of the unmediated public is shrinking, if it still exists, any response to the so-called crisis of public communication (Blumler and Gurevitch, 1995) or any defence of the public sphere must surely include a role for the very media often taken to undermine that public. Instead of bemoaning the impact of media on publics, let us ask how media (and media audiences) can and do sustain publics. Elaborating what Fiske termed the double movement of mediation (1987), Corner (1995, p.5) characterises the effect of the media in late modern societies in terms of contrasting forces. Through centrifugal forces, television seems 'to project its images, character types, catch-phrases and latest creations to the widest edges of the culture, permeating if not dominating the conduct of other cultural affairs'. This, I suggest, poses a particular challenge for audience research as, insofar as we are all always part of audiences now, the necessity for any particular theory of audiences (rather than of publics, or cultures, or consumers, etc.) seems to be increasingly questioned. Simultaneously, through a contrary centripetal force, Corner notes 'the powerful capacity of television to draw towards itself and incorporate (in the process, transforming) broader aspects of the culture'. This poses a challenge to political communications research as publics are drawn onto the media stage on which public and private life is displayed, while anything not on the media stage is marginalised, rendered invisible. In response, the analytic criteria for evaluating deliberation, participation or inclusiveness in terms of a valorisation of face-to-face communication must now surely be rethought.

Gendered audience

Gender is nowadays increasingly recognized as an important concept also in mass communications. Sex in its biological meaning has been instead a long time one of the central background variables in all social sciences. Gender has been the core concept especially in feminist theories. E.g. de Lauretis (de Lauretis 1987, 5) defines the gender: ....gender is not sex, a state a nature, but the representation of each individual in terms of a particular social relation which pre-exists the individual and is predicated on the conceptual and rigid (structural) opposition of two biological sexes. Gender and the whole human identity are thought to be socially constructed. But it is not only gender but also race, ethnicity, class and so fort that affect the construction of human identity

(van Zoonen 1994, 3). The media has always been at the centre of feminist critique. One of the central themes has been that the media reflects society's dominant social values and symbolically denigrate women, either by not showing them at all, or by depicting them in stereotypical roles (van Zoonen 1994, 11- 17). An abundance of studies has been made all over the world that show the male dominance in media production and content. But how gender is related to media consumption is one of the most under theorized questions in mass communications research. Any suggests that we cannot presume a priori that in any particular instance of media consumption gender will be a basic determining factor. And you must notice that gender identity is both multiple and partial, permanently in process of being articulated, disarticulated and rearticulated (Ang 1996, 110-125) In the other Nordic countries research of gender has been more extensive than in Finland and it also started earlier than in Finland, at least as far as the research work of public-service broadcasters is concerned. In Finland the issue of gender and mass media was back in the limelight however in the autumn 1995 when the Finnish Broadcasting Companys's Council for Equality published its first research reports on Women, Men and the News, and Women, Men and Childrens Programmes. The focus in these studies is the supply side of programming. In the news study both television and radio were included, but because of the minimal supply on radio the study on childrens programmes was restricted on television only.

Media Literacy

The word "literacy" usually describes the ability to read and write. Reading literacy and media literacy have a lot in common. Reading starts with recognizing letters. Pretty soon, readers can identify words -- and, most importantly, understand what those words mean. Readers then become writers. With more experience, readers and writers develop strong literacy skills.

 Media literacy is the ability to identify different types of media and understand the messages they're sending. Kids take in a huge amount of information from a wide array of sources, far beyond the traditional media (TV, radio, newspapers, and magazines) of most parents' youth. There are text messages, memes, viral videos, social media, video games, advertising, and more. But all media shares one thing: Someone created it. And it was created for a reason. Understanding that reason is the basis of media literacy.

The digital age has made it easy for anyone to create media. We don't always know who created something, why they made it, and whether it's credible. This makes media literacy tricky to learn and teach. Nonetheless, media literacy is an essential skill in the digital age.

Specifically, it helps kids: Learn to think critically. As kids evaluate media, they decide whether the messages make sense, why certain information was included, what wasn't included, and what the key ideas are. They learn to use examples to support their opinions. Then they can make up their own minds about the information based on knowledge they already have.

Become a smart consumer of products and information. Media literacy helps kids learn how to determine whether something is credible. It also helps them determine the "persuasive intent" of advertising and resist the techniques marketers use to sell products.

Recognize point of view. Every creator has a perspective. Identifying an author's point of view helps kids appreciate different perspectives. It also helps put information in the context of what they already know -- or think they know.

Create media responsibly. Recognizing your own point of view, saying what you want to say how you want to say it, and understanding that your messages have an impact is key to effective communication.

UNIT – V – Communication Theories – SVCA1201

V. NEW MEDIA AND MASS COMMUNICATION

Social Media Revolution

One popular avenue for collaborative online activities is social media. The past 10 years have seen a vast increase in social networking sites and software 18, 19 and growing user participation in these technologies, known as the social media revolution.

Social Media is an ever-growing, powerful tool used, not only by individuals looking to share their home grown videos of cats, pictures of adorable children, and copious amounts of food-related photography, but also by businesses the world over to capture potential customers, drive traffic to your website, and keep existing customers returning; but how has the Social Media revolution changed the way in which we all communicate

Arguably, Social Media began with something called 'Friendster' back in 2002; Friendster was an online community that connected people through friends of friends, for dating and making new friends.

However, it wasn't until 2003 and the advent of LinkedIn that the Social Media revolution started to awaken – taking the idea of online communities decidedly more seriously, and giving professionals a place to connect with other professionals, to share business ideas, thoughts, advice, and for employers to learn more about potential employees.Today, LinkedIn is still a popular professional networking platform, seeing over 300 million users logon regularly. Now, any mention of a Social Media revolution wouldn't be complete without exploring the Social Media giant that is Facebook.

Facebook as the leader of the Social Media revolution Facebook is has undoubtedly been the leader in the Social Media revolution; beginning its journey back in 2004 as a platform specifically for Harvard University students, Facebook was opened to the public in 2006, and today boast around 2 billion active users the world over.There's lots of debate around how and why Facebook has been such a success – is it the undeniable fact it's incredibly easy to use? Is it the millions of dollars pumped into it by bigwig investors to get it off the ground? Or is it the highly targeted and sophisticated advertising model? Well, we know what we think, but regardless, Facebook is the biggest Social Media platform available today.

There are five fundamental digital literalises

 1. attention how we can use our attention to focus on the tiny relevant portion of the incoming tsunami of information.

2. participation the quality of participation that empowers the best of the bloggers, netizens, tweeters, and other online community participants.

3. collaboration how successful online collaborative enterprises contribute new knowledge to the world in new ways.

4. critical consumption of information (or "cr*p detection") 5. and network smarts a lesson on networks and network building. Mindful use of digital media

The boundaries between work and home, professional and social are often blurred. Access to a growing collection of communication channels whenever and wherever we are means that we can engage with conversations 24/7. In relation to what should be disclosed, I think sharing personal information needs to come with a caution. Knowing about your music or food tastes, pets or hobbies is fine but it is vital that we continue to have conversations about the implications of the digital footprints we could potentially leave.

A way to reach people we wouldn't otherwise find: online communities gave us a way to find people we wouldn't usually interact with; which is a huge plus, not only for individuals looking for new friends, old friends, and to stay in touch with distant family members, but also in providing professionals and businesses an avenue through which to connect with potential customers who may otherwise not find them.

Traceability: moving online gave businesses a way of tracing and measuring the engagement received from visitors and potential customers. Wonderful tools such as Google Analytics gave us a way of understanding what visitors to our websites were doing and how they were using our sites, which takes our Social Media platforms into account. But, Social Media also has its own analytics – Facebook, for example, has 'insights' which gives you all sorts of useful information like how many reactions you've had on your individual posts and how many people have clicked through from your posts onto your website.

Highly targeted advertising: Social Media advertising is an incredibly powerful tool for businesses; giving you the ability to target individuals based on specific demographics; locations, interests, job titles, relationship status… all available thanks to the personal information individuals willingly provide on their personal profiles. You can even target people you know have already visited your website and taken specific action; this is known as 'remarketing'.

Access to information, instantly: Social Media, and the apps that go with them, give individuals access to information instantaneously; which, in turn, gives businesses a way of communicating

with your customers 'in the moment' – if you're at an event, you can Tweet about it there and then, and if something particularly relevant to your field of business is happening in the news, you can comment on it straight away – showing your followers, those potential customers, that you're at the forefront of your industry, and you're plugged into current affairs.

Cost efficiency unlike traditional print advertising, which is incredibly costly in space and design time, as well as long in lead time – adverts often becoming outdated by the time they've been released – and without any real idea of how they're performing, online advertising comes at a comparatively low cost; Facebook adverts, for example, costing as little as £5 per day, and providing you with real-time stats on how it's performing, which gives you a greater return on investment.

Personalisation: Social Media has given individuals a platform to truly be themselves; share all of their likes and dislikes, comment on wider issues, keep in touch with family & friends, and generally express themselves. This, in turn, laid the foundations in business marketing not only for highly personal advertising, but also to communicate with your customers on a personal basis – understanding them better, and allowing you to tailor your content appropriately.

Network Society

The concept of the network society is closely associated with interpretation of the social implications of globalisation and the role of electronic communications technologies in society. The definition of a network society given by the foremost theorist of the concept, Manuel Castells (2004 p. 3) is that it is 'a society whose social structure is made up of networks powered by micro-electronics-based information and communications technologies.' As Castells shows in his book, historically, there have always been social networks: the key factor that distinguishes the network society is that the use of ICTs helps to create and sustain far-flung networks in which new kinds of social relationships are created.

The clearest manifestation of the rise of the network society is seen in the way the global financial markets operate. With the rapid advances in technology and the rise in network power, the global financial system is integrated as never before and this integration has brought into focus both the rise of "exotic" financial products that are hedges against risk of all kinds as well as perpetuation of already existing inequalities. The point here is that like everything else, the network society is both a force for good as well as for bad and hence global capitalism has indeed increased its reach but at the same time has widened the gap between the rich and the poor.

A criticism which is labelled against globalization is to do with the issue of access or how certain groups benefit at the expense of others due to differing access to knowledge and information. The same can be said about the network society (in fact globalization and the network society can be thought of as synonyms) where those with access to the network or those who are "plugged in" reap the benefits whereas the others who are left out of the global grid end up being hit with a double whammy where they have to contend with rising inequality on one hand and the lack of access to solve their problems which leads them into a downward spiral from which there is no escape.

The network society is a social structure based on networks operated by information and communication technologies based on microelectronics and digital computer networks that generate, process and distribute information via the nodes of the networks. The network society can be defined as a social formation with an infrastructure of social and media networks enabling its prime mode of organization at all levels (individual, group, organizational and societal). Increasingly, these networks link all units or parts of this formation. In western societies, the individual linked by networks is becoming the basic unit of the network society. In eastern societies, this might still be the group (family, community, work team) linked by networks. In the contemporary process of individualisation, the basic unit of the network society has become the individual who is linked by networks. This is caused by simultaneous scale extension (nationalisation and internationalisation) and scale reduction (smaller living and working environments) Other kinds of communities arise. Daily living and working environments are getting smaller and more heterogeneous, while the range of the division of labour, interpersonal communications and mass media extends. So, the scale of the network society is both extended and reduced as compared to the mass society. The scope of the network society is both global and local, sometimes indicated as "global". The organization of its components (individuals, groups, organizations) is no longer tied to particular times and places. Aided by information and communication technology, these coordinates of existence can be transcended to create virtual times and places and to simultaneously act, perceive and think in global and local terms.

A network can be defined as a collection of links between elements of a unit. The elements are called nodes, units are often called systems. The smallest number of elements is three and the smallest number of links is two. A single link of two elements is called relationship. Networks are mode of organization of complex systems in nature and society. They are relatively complicated ways of organizing matter and living systems. The characteristic of units and elements, among them human individuals, and the way they are made up, are not the focus of attention. So, networks occur both in complicated matter and in living systems at all levels. Networks are selective according to

their specific programs, because they can simultaneously communicate and in communicate, the network society diffuses in the entire world, but does not include all people. In fact, in this early 21st century, it excludes most of humankind, although all of humankind is affected by its logic and by the power relationships that interact in the global networks of social organization.

Networks are not new. What is new is the microelectronics-based, networking technologies that provide new capabilities to an old form of social organization: networks. Networks throughout history had a major problem vis-a-vis other forms of social organization. Thus, in the historical record, networks were the domains of the private life. Digital networking technologies enable networks to overcome their historical limits. They can, at the same time, be flexible and adaptive thanks to their capacity to decentralize performance along a network of autonomous components, while still being able to coordinate all this decentralized activity on a shared purpose of decision making. Networks are not determined by the industrial technologies but unthinkable without these technologies. In the early years of the 21st century, the network society is not the emerging social structure of the Information Age: it already configures the nucleus of our societies. There is an explosion of horizontal networks of communication, quite independent from media business and governments, that allows the emergence of what can be called self-directed mass communication. It is mass communication because it is diffused throughout the Internet, so it potentially reaches the whole planet. It is self-directed because it is often initiated by individuals or groups by themselves bypassing the media system. The explosion of blogs, vlogs, podding, streaming and other forms of interactive, computer to computer communication set up a new system of global, horizontal communication Networks that, for the first time in history, allow people to communicate with each other without going through the channels set up by the institutions of society for socialized communication.

The network society constitutes socialized communication beyond the mass media system that characterized the industrial society. But it does not represent the world of freedom sung by the libertarian ideology of Internet prophets. It is made up both of an oligopolistic business multimedia system controlling an increasingly inclusive hypertext, and of an explosion of horizontal Networks of autonomous local/global communication-and, naturally, of the interaction between the two systems in a complex pattern of connections and disconnections in different contexts. The network society is also manifested in the transformation of sociability. Yet, what we observe is not the fading away of face-to-face interaction or the increasing isolation of people in front of their computers. We know, from studies in different societies, that are most instances Internet users are more social have more friends and contacts and re more socially politically active

than non users. Moreover, the more they use the Internet, the more they also engage in face to-face interaction in all domains of their lives. Similarly, new forms of wireless communication, from mobile phone voice communication to SMSs, WiFi and WiMax, substantially increase sociability, particularly for the younger groups of the population. The network society is a hyper social society, not a society of isolation. People, by and large, do not face their identity in the Internet, except for some teenagers experimenting with their lives. People fold the technology into their lives, link up virtual reality and real virtuality; they live in various technological forms of communication, articulating them as they need it. However, there is a major change in sociability, not a consequence of Internet or new communication technologies but a change that is fully supported by the logic embedded in the communication networks. This is the emergence of networked individualism, as social structure and historical evolution induce the emergence of individualism as the dominant culture of our societies, and the new communication Technologies perfectly fit into the mode of building sociability along self-selected communication networks, on or off depending on the needs and moods of each individual. So, the network society is a society of networked individuals.

New Media Impact on Traditional Media

New media, which has been adopted as a somewhat more professional nomenclature for Internet Anchored Communication (IAC) platforms has been in the forefront of research discourse globally, especially in the several ways through which it threatens the continued existence of the traditional media. Internet Anchored Communication platforms were initially used to supplement traditional information sources in a variety of ways, but they have overtaken the "Print media" which they set out to complement. The reasons for this are not far-fetched. They are hinged on the convergence abilities of the new media, their ubiquity, their relatively lower cost, their unrestricted catchment and portability. All these have enticed advertisers to opt for the new media/Internet as a veritable tool for the propagation of their clients" brands. New media ubiquity is further enhanced with the churning of smart technologies, which are Internet anchored and portable. However, many of these technologies have become wearable, which necessitates very frequent use. The frequency of use constitutes an additional advantage for the advertiser since the main aim of advertisement is to register a product, brand or service in the minds of the audience. Despite the wider size of the Internet audience, it is relatively cheaper for the advertiser to use as a medium of conveyance since it often readily fits into the advertiser"s budget unlike the stringent advertisement rates established in traditional media houses. New media is also audience specific; the likelihood of the preferred or target audience of a brand to use particular websites are higher than the possibility of them all simultaneously observing traditional media platforms such as television and radio stations. The

Internet may be accessed throughout the world, enabling people to find information or track down elusive information.. "The Internet boom is not about old media versus new media; it is about cheap media versus expensive media looking at newspaper from the cost perspective to discuss both online and hardcopy." A factor to note here is that the relative savings of publishing online rather than on paper are no longer as compelling a reason to abandon dead-tree media. So the web"s "paperlessness" does not necessarily insulate it from broader industry trends; paper costs have continued and will continue to influence a paperless medium. Williams (2003) states: "New media technologies… are compressing time and space… the world is shrinking." It has been established that the new media has appeared to be the most vocal and widely recognized, proponent of the idea of the global village being a reconstruction of the communal world of the ancient village torn asunder by the print media. Daniel and Hagey (2012) wrote that Newsweek Magazine a U.S. based magazine, which was founded in 1933 by Thomas J.C. Martyn ended almost 80 years of its publication in print with its last issue dated December. 31, 2012, as it transits to an online-only format from January 2012. The editor, Tina Brown cited how traditional print news outlets are being battered by an exodus of readers and advertisers to the Web.

Media Convergence

Media convergence is the merging of mass communication outlets – print, television, radio, the Internet along with portable and interactive technologies through various digital media platforms. Media convergence is the blending of multiple media forms into one platform for purposes of delivering a dynamic experience.

Media convergence is the interlinking of computing and other information technologies, media content, media companies and communication networks that have arisen as the result of the evolution and popularization of the Internet as well as the activities, products and services that have emerged in the digital media space. Closely linked to the multilevel process of media convergence are also several developments in different areas of the media and communication sector which are also summarized under the term of media deconvergence. Many experts [1] view this as simply being the tip of the iceberg, as all facets of institutional activity and social life such as business, government, art, journalism, health, and education are increasingly being carried out in these digital media spaces across a growing network of information and communication technology devices. Also included in this topic is the basis of computer networks, wherein many different operating systems are able to communicate via different protocols. Convergent services, such

as VoIP, IPTV, Smart TV, and others, tend to replace the older technologies and thus can disrupt markets. IP-based convergence is inevitable and will result in new service and new demand in the market. When the old technology converges into the public-owned common, IP based services become access-independent or less dependent. The old service is access-dependent.

The term digital convergence means the ability to view the same multimedia content from different types devices. These are all thanks to the digitization of content (movies, pictures, music, voice, text) and the development of connections methods. Reading emails on your TV via a connected smartphone, watch a streaming movie on the home theater connected to the Internet. Digital convergence simplifies our life into our living room. Formerly, each unit operated independently and networks were not interconnected. Today, information flows on the same network and are stored, read, viewed or listened via same types of equipment. Networks, technologies and content converge on a single device.

The term "convergence" describes many different ways media organizations and reporters come together to report on stories. It explains media business reorganization, newsroom cooperation, the blending of roles, the crossover of media from one arena to another, the use of multimedia products, and the creation of new storytelling approaches. Former media competitors are now being asked to cooperate with their competitors in a new term called "coopetition" (Silcock& Keith, 2006). To facilitate this cooperation, reporters' desks are placed in close proximity to other reporters based on their medium or their beat (Miro-Quesada, 2007). This alignment can lead to either: (a) sharing information and story tips, or to (b) continued competition and a resistance to sharing information. Working together depends on how well the reporters get along and whether they "buy in" to the idea of convergence. Failure to align staff in close proximity may lead to a breakdown of a particular converged effort, similar to an effort in Arizona (Silcock& Keith, 2006).

"Convergence" also describes the coming together of roles, such as when a crime reporter writes for his own newspaper but also creates a product for other affiliated media, such as the Web, radio, or television productions. Print reporters have found themselves working together with online reporters. Television reporters have found themselves making "stills" of video for online or print editions of their media organization. Online staffers may find themselves adding video or audio files to their Web site. As convergence evolves, reporters are finding even more integrated ways to tell their stories. A newspaper Web site might include a video or a slide presentation with voice-over.

Information Overloaded

We live in the age of information overload. Information about almost anything is merely a click away. We are bombarded with tweets, texts, blogs emails, reports, stream of articles on Facebook, TV,   This is a good thing, but it may be more information than the brain can handle. Our brain is overwhelmed by the pace at which it is exposed to information. When we have more information that the brain is designed to handle, we begin to exercise poor judgment, lose track of things, and lose focus. Information overload (IO) is having too much information with only a finite ability to process it. Sources of information that may cause IO. Compared with machines, human beings are poor at handling information and are easily overloaded. While we are bombarded with a lot of information every day, our fast-paced society also requires that we make rapid decisions.

The human brain is designed to process and retain information in very particular ways, and that doesn't necessarily change or speed-up in the face of changing technology. Many of us are finding that despite how much knowledge and information we have access to in our modern times, it's actually harder than ever before to retain it. That makes us slower when it comes to decision making, and it can be a big detriment for employees. It costs nothing in most cases to access a range of information, and also for people to forward that information on to others. Regarding the workplace, that can mean employees are receiving emails and other forms of communication throughout their day that may have very little, if any, impact on their job or their day-to-day life. It could be they're on the receiving end of mass emails that go to everyone in the office, and it's just one more bit of information clogging their brain's processing channels.